

CITY COUNCIL REPORT



Meeting Date: June 21, 2016
 General Plan Element: **Character & Design**
 General Plan Goal: ***Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.***

ACTION

Scottsdale Cultural Council Annual Financial Participation Agreement. Adopt Resolution No. 10452, authorizing Agreement No. 2016-065-COS, a financial participation agreement for fiscal year 2016/17 in the amount of \$4,513,288, to be allocated for activities consistent with the management services agreement between the City of Scottsdale and the Scottsdale Cultural Council.

BACKGROUND

Since 1987, the Scottsdale Cultural Council has provided advisory and management services with regard to the arts and cultural programs and facilities of the City of Scottsdale. The SCC is led by the president/chief executive officer and a 22-member board of trustees plus two representatives from each of the three divisions' advisory boards. The SCC three operating divisions are the Scottsdale Center for the Performing Arts, the Scottsdale Museum of Contemporary Art and Scottsdale Public Art.

In 2008, a 10-year management services agreement with the SCC was approved by the City Council. The management services agreement ensures that city funds are used for the program of work as presented in the annual operation plan and report. The agreement is monitored on an ongoing basis by the city's contract administrator and through annual performance measures, programming updates and financial reports. The terms of the contract call for an annual audit and year-end financial report. The City Council must annually approve the allocation for the city's financial participation for the SCC, subject to the terms of the management services agreement.

ANALYSIS & ASSESSMENT

On May 24, 2016, the Scottsdale Cultural Council Board of Trustees reviewed and approved the SCC's annual operating budget. Their operation plan overview and report describes current year highlights and plans that will be used to implement next year's program of work (Attachment 3).

The management services agreement outlines the process for the annual city appropriation, as well as the allocation plans for five categories of activities. Table 1 outlines the allocation based on these activities for the past, current and upcoming budget years.

Table 1. Scottsdale Cultural Council Budget Allocation History

	FY 14/15	FY 15/16	FY 16/17
Management and Administration of the Facilities	\$3,391,397	\$3,581,749	\$3,733,204
Maintenance and Repair of Specialty Equipment	17,610	17,610	17,610
Community Arts Grant Program	159,000	80,000	60,000
Management and Administration subtotal	3,568,007	3,679,359	3,810,814
Conservation and Restoration of City Artwork	130,000	130,000	130,000
Management and Administration of Art in Public Places and Art in Private Development Programs	556,200	572,474	572,474
Public Art subtotal	686,200	702,474	702,474
Total Management Services Fee	\$4,254,207	\$4,381,833	\$4,513,288
Year over Year Percent Change	0%	3%	3%

These city allocations are shown as revenues on the SCC Approved FY 2017 Operating Budget (Attachment 3). City allocations do not exactly match operating expenses in all cases because funds from earned and contributed revenue are also being used in addition to city funds. In addition, prior year allocations do not match revenues in some cases because of slight variances in accounting procedures.

The total Management Services Fee is paid over a nine-month period from July 2016 to March 2017. The first payment (July) is a double-payment, the second (August) is 1½ payment, and the final payment (March) is a ½ payment. The accelerated payment plan for July and August reflects the cash flow needs of the Scottsdale Cultural Council. The Community Arts Grant Program plans to award \$60,000 in FY 2016/17 to 13 organizations pending City Council approval of this agreement.

RESOURCE IMPACTS

The Scottsdale Cultural Council's approved FY 2016/17 operating budget is \$11,211,726. The city's contribution accounted for 43 percent of their FY 2015/16 budget and is estimated at 40 percent for FY 2016/17.

The proposed Scottsdale Cultural Council FY 2016/17 budget reflects a 3 percent increase in funding from the city, and sufficient funding was included in the city's FY 2016/17 Operating Budget.

In FY 2015/16, the SCC leveraged the city's investment of \$4.4 million by generating \$6.2 million in earned and contributed revenues to fund arts programs and related operating expenses. For FY 2016/17, the SCC forecasts that the city's investment of \$4.5 million will be leveraged by generating \$6.7 million in earned and contributed revenues.

STAFF RECOMMENDATION

Adopt Resolution No. 10452, authorizing Agreement No. 2016-065-COS, an annual financial participation agreement between the City of Scottsdale and the Scottsdale Cultural Council for FY 2016/17 in the amount of \$4,513,288.


RESPONSIBLE DEPARTMENTS

Tourism and Events Department; City Manager's Office

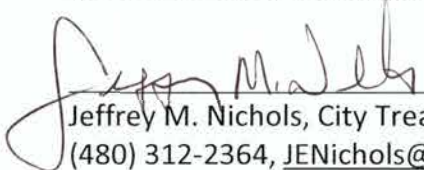
STAFF CONTACTS

Karen Churchard, Tourism and Events Director, KChurchard@ScottsdaleAZ.gov


APPROVED BY


Karen Churchard, Tourism and Events Director
(480) 312-2890, KChurchard@ScottsdaleAZ.gov

Jun 6, 2016
Date


Jeffrey M. Nichols, City Treasurer
(480) 312-2364, JENichols@ScottsdaleAZ.gov

6/7/16
Date


Brian K. Biesemeyer, Acting City Manager
(480) 312-5683, BBiesemeyer@ScottsdaleAZ.gov

6/7/16
Date

ATTACHMENTS

1. Resolution No. 10452
2. Financial Participation Agreement 2016-065-COS
3. Scottsdale Cultural Council Budget and Narrative for FY 2016/17

RESOLUTION NO. 10452

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, ARIZONA, AUTHORIZING THE MAYOR TO EXECUTE FINANCIAL PARTICIPATION AGREEMENT NO. 2016-065-COS WITH THE SCOTTSDALE CULTURAL COUNCIL FOR THE CITY'S 2016-17 FISCAL YEAR.

WHEREAS, on May 20, 2008, the City and the Scottsdale Cultural Council ("Cultural Council") entered into Management Services Agreement 2008-048-COS ("Management Services Agreement"), wherein the City designated the Cultural Council as the principal organization for advising, planning and administering arts and cultural activities for the City; and

WHEREAS, the City desires to provide funds to the Cultural Council for fiscal year 2016-17 so that the Cultural Council may continue to administer the arts and cultural activities for the City pursuant to the terms of the Management Services Agreement, and the City Council has appropriated funds for such purposes; and

WHEREAS, the Management Services Agreement provides that for each year the City Council appropriates funds for the Cultural Council, the parties shall enter into a Financial Participation Agreement regarding the appropriation;

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Scottsdale as follows:

Section 1. The Mayor is hereby authorized and directed to execute, on behalf of the City, Financial Participation Agreement No. 2016-065-COS with the Scottsdale Cultural Council for the total sum of four million five hundred thirteen thousand two hundred eighty-eight dollars (\$4,513,288.00) for fiscal year 2016-17 for the Cultural Council to administer the City's arts and cultural activities pursuant to the terms of the Management Services Agreement.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Arizona, this ____ day of _____, 2016.

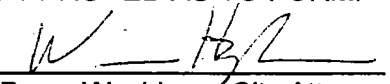
ATTEST:

CITY OF SCOTTSDALE,
a municipal corporation

Carolyn Jagger, City Clerk

W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:



Bruce Washburn, City Attorney

By: William Hylen, Senior Assistant City Attorney

FINANCIAL PARTICIPATION AGREEMENT BETWEEN THE CITY OF SCOTTSDALE AND
THE SCOTTSDALE CULTURAL COUNCIL FOR FISCAL YEAR 2016-17

This Financial Participation Agreement ("Agreement") is made and entered into this ____ day of _____, 2016, by and between the City of Scottsdale, an Arizona municipal corporation (the "City"), and the Scottsdale Cultural Council, an Arizona non-profit corporation (the "Cultural Council").

RECITALS

A. On May 20, 2008, the City and the Cultural Council executed City of Scottsdale Agreement No. 2008-048-COS ("Management Services Agreement"), in which the City designated the Cultural Council as the principal organization for advising, planning and administering arts and cultural activities for the City.

B. In accordance with the Management Services Agreement, the City desires to pay the Cultural Council a Management Services Fee for the City's fiscal year 2016-17, and the City Council has appropriated funds for such purposes.

C. The Management Services Agreement provides that the City shall disperse the Management Services Fee for any given fiscal year to the Cultural Council in installment payments, pursuant to a separate financial participation agreement.

NOW THEREFORE, in consideration of the mutual covenants and conditions hereinafter set forth, the parties agree as follows:

1. Incorporation of Recitals. The recitals to this Agreement are hereby affirmed by the parties as true and correct and are incorporated herein by this reference.
2. Incorporation by Reference. The Management Services Agreement is incorporated into this Agreement by this reference as if fully set forth herein. Likewise, this Agreement is made a part of the Management Services Agreement by this reference as if fully set forth therein.
3. Definitions. Unless otherwise expressly provided herein, the definitions contained in the Management Services Agreement shall apply to the same terms used in this Agreement.
4. Services to be Performed by the Cultural Council. The Cultural Council shall provide the services specified in the Management Services Agreement and shall comply in all respects with the provisions of the Management Services Agreement.
5. Financial Participation by the City.

5.1. Solely for the purposes stated in this Agreement and the Management Services Agreement, the City shall pay the Cultural Council a total Management Services Fee of four million five hundred thirteen thousand two hundred eighty-eight dollars (\$4,513,288.00) during and for the City's fiscal year 2016-17. The City shall pay the Management Services Fee to the Cultural Council in accordance with the following schedule:

5.1.1 Nine hundred two thousand six hundred fifty-eight dollars (\$902,658.00) by July 16, 2016.

5.1.2 Six hundred seventy-six thousand nine hundred ninety-three dollars and twenty cents (\$676,993.20) by August 16, 2016.

5.1.3 Four hundred fifty-one thousand three hundred twenty-eight dollars and eighty cents (\$451,328.80) by September 16, 2016.

5.1.4 Four hundred fifty-one thousand three hundred twenty-eight dollars and eighty cents (\$451,328.80) by October 16, 2016.

5.1.5 Four hundred fifty-one thousand three hundred twenty-eight dollars and eighty cents (\$451,328.80) by November 16, 2016.

5.1.6 Four hundred fifty-one thousand three hundred twenty-eight dollars and eighty cents (\$451,328.80) by December 16, 2016.

5.1.7 Four hundred fifty-one thousand three hundred twenty-eight dollars and eighty cents (\$451,328.80) by January 16, 2017.

5.1.8 Four hundred fifty-one thousand three hundred twenty-eight dollars and eighty cents (\$451,328.80) by February 17, 2017.

5.1.9 Two hundred twenty-five thousand six hundred sixty-four dollars (\$225,664.00) by March 17, 2017.

5.2. Of the Management Services Fee specified above, the following amounts are hereby allocated and earmarked by the City and shall be expended by the Cultural Council solely for the identified purposes:

5.2.1. Seventeen thousand six hundred ten dollars (\$17,610.00) for the maintenance and repair of all Specialty Equipment and Specialty Fixtures, as provided in Subsections 7.1.2 and 13.2.1 of the Management Services Agreement.

5.2.2. One hundred thirty thousand dollars (\$130,000.00) for the Conservation and Restoration of City Artwork, as provided in Subsections 11.4 and 13.2.2 of the Management Services Agreement.

5.2.3. Sixty thousand dollars (\$60,000.00) for the management, administration of, and grants awards for the Community Art Grants Program, as provided in Subsection 5.5 of the Management Services Agreement.

5.2.4. Five hundred seventy two thousand four hundred seventy four dollars (\$572,474.00) for the management and administration of the Art in Public Places Program and the Art in Private Development Program, as provided in Subsections 11.7 and 11.8, respectively, and Subsection 13.2.4, of the Management Services Agreement.

5.3. Not later than December 31, 2017, in accordance with Subsection 14.2 of the Management Services Agreement, the Cultural Council shall provide the City Contract

Administrator with a separate accounting of each of the earmarked funds set forth above in subsection 5.2.

6. Term. The term of this Agreement shall commence on July 1, 2016 and end on June 30, 2017, unless sooner terminated.

7. Termination. The termination provisions of the Management Services Agreement are incorporated herein by this reference as if fully set forth.

8. Statutory Cancellation Right. In addition to its other rights hereunder, the City shall have the cancellation rights specified in A.R.S. § 38-511.

9. Survival. Any and all provisions or obligations contained in this Agreement that by their nature or effect are required or intended to be observed, kept or performed after termination of this Agreement shall survive termination of this Agreement and remain binding on the parties.

[Signature page follows]

EXECUTED as of the date first given above.

SCOTTSDALE CULTURAL COUNCIL,
an Arizona non-profit corporation

Neale Perl
President and CEO


ATTEST:

CITY OF SCOTTSDALE,
an Arizona municipal corporation


Carolyn Jagger, City Clerk

W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:



Bruce Washburn, City Attorney
By: William Hylan
Senior Assistant City Attorney



Karen Churchar
Tourism and Events Director

Scottsdale Cultural Council
FY17 APPROVED OPERATING BUDGET
BY BOARD OF TRUSTEES
May 24, 2016

Confidential

06.06.16

Scottsdale Cultural Council
FY 2017 Approved Operating Budget
May 24, 2016

	FY 2017 Budget Total	FY 2016 Budget Total	FY15 Actual Total	FY14 Actual Total
Revenue				
Earned Revenue				
Performance	2,446,331	2,099,116	1,954,802	2,145,438
Student Performances	10,492	4,000	6,895	14,397
Exhibition Admissions	52,000	30,000	27,882	40,500
Education	53,350	103,635	82,095	97,450
Box Office Service Fees	136,087	113,141	123,790	109,205
Facility Rental	485,000	456,100	476,354	441,000
Food & Beverage (net)	190,360	163,440	194,430	127,300
Retail (net)	269,243	258,850	244,084	248,600
Festival	276,500	259,000	262,769	259,000
Native Trails Program	70,000	70,000	70,000	65,000
Earned Membership	35,700	34,000	29,583	124,000
Endowment Draw	289,907	296,300	282,592	272,356
Interest and Other Income	41,000	68,630	3,768	2,250
Total Earned Revenue	<u>4,355,970</u>	<u>3,956,212</u>	<u>3,759,045</u>	<u>3,946,496</u>
Contributed Revenue				
Memberships	292,400	248,000	255,048	170,000
Corporations	405,000	423,000	330,879	436,200
Individuals	435,000	455,000	432,242	382,500
Government	179,666	72,000	72,000	50,000
Foundations	361,500	313,000	270,600	240,000
Special Events	450,000	448,000	688,576	457,500
In-Kind	236,480	196,800	182,744	145,000
Total Contributed Revenue	<u>2,360,046</u>	<u>2,155,800</u>	<u>2,232,089</u>	<u>1,881,200</u>
City of Scottsdale				
Master Contract Agreement	4,513,288	4,381,833	4,235,918	4,254,207
Total City of Scottsdale	<u>4,513,288</u>	<u>4,381,833</u>	<u>4,235,918</u>	<u>4,281,950</u>
Total Revenue	<u>11,229,304</u>	<u>10,493,845</u>	<u>10,227,051</u>	<u>10,109,646</u>

	FY 2017 Budget Total	FY 2016 Budget Total	FY15 Actual Total	FY14 Actual Total
Operating Expenses				
Personnel Costs				
Salaries	4,700,219	4,420,096	4,334,830	4,042,290
Employee Benefits	1,013,202	944,667	889,798	946,598
Total Personnel Cost	5,713,421	5,364,763	5,224,628	4,988,888
Program Related Cost				
Artist Fees	1,773,391	1,610,751	1,593,394	1,620,884
Program Support	1,015,895	849,846	894,767	858,589
Total Program Related Cost	2,789,286	2,460,597	2,488,161	2,479,473
Admin & Outside Services				
Outside Services	379,684	383,218	451,975	423,214
Supplies	109,970	105,130	101,367	98,862
Occupancy	624,423	517,189	577,808	622,940
Equipment	181,834	176,451	157,931	136,596
Travel & Mileage	55,684	50,521	46,595	68,235
Conferences and Meeting	41,692	36,914	24,791	42,965
Dues & Subscriptions	43,633	22,195	31,455	25,501
Community Development	62,200	68,000	42,989	55,445
Postage & Shipping - Admin	16,890	14,034	17,023	27,500
Printing - Admin	55,200	50,015	60,842	50,485
Insurance	85,000	69,250	61,754	66,650
Taxes & Licenses	40,655	27,536	59,616	4,875
Miscellaneous	12,488	6,850	10,895	21,300
Total Admin & Outside Services	1,709,353	1,527,303	1,645,040	1,644,568
Marketing Cost				
Advertising	587,996	508,297	521,728	440,641
Printing & Publications	254,870	207,112	185,892	146,985
Postage & Shipping	96,799	89,953	40,974	63,433
Total Marketing Cost	939,666	805,362	748,594	651,059
Community Art Grants				
Community Art Grants	60,000	80,000	57,385	59,000
Total Community Art Grants	60,000	80,000	57,385	59,000
Total Expenses	11,211,726	10,238,025	10,163,809	9,822,988
Net Before Depreciation	17,578	255,820	63,243	286,658

SCOTTSDALE CULTURAL COUNCIL 2016–17: THE YEAR AHEAD

As its 2016–17 season is about to begin, the Scottsdale Cultural Council is completing the first year of its new, two-year strategic plan, developed by its board of trustees in collaboration with advisory board members and staff, and approved in June 2015. As it continues to be implemented during the coming year, the plan will focus on the community with an overarching goal of bringing greater value to the Cultural Council's audiences and to the City of Scottsdale. Its four overall strategic initiatives for the arts in Scottsdale are to:

- Present the highest-quality diverse arts experiences
- Ensure superior facilities and technology
- Strive for operational and organizational excellence
- Attain financial success and sustainability

The key ingredient of accomplishing this strategic plan is for all three of the Cultural Council's divisions – Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art (SMoCA) and Scottsdale Public Art – to work as a united, cohesive and collaborative team of individuals providing distinctly different arts experiences and unparalleled value to our citizens and visitors.

As part of its strategic plan, the Cultural Council will unveil a new name and branding campaign in 2016, which will further unify the organization's many exceptional cultural offerings – performing arts, contemporary art, public art, educational opportunities and more – and help it communicate more effectively to the diverse audiences it serves.

Among the strategic plan's other key goals are to bring new emphasis to education programs across all divisions, to improve customer service through the effective utilization of its existing customer-relationship-management system, to improve the "guest experience" and to make the organization an "employer-of-choice."

All of these initiatives will enhance the Cultural Council's ability to fulfill its mission "to develop, advance and deliver high-quality arts, cultural experiences and opportunities in Scottsdale to residents, cultural institutions, artists and visitors from around the world."

STRATEGY 1: PRESENT THE HIGHEST-QUALITY DIVERSE ARTS EXPERIENCES

- **Scottsdale Center for the Performing Arts upcoming 2016–17 highlights:**
 - 26 free community festivals that will serve an estimated 50,000+ participants, including:
 - La Gran Fiesta: A Celebration of Latin and Hispanic Cultures
 - OrigiNation: A Festival of Native Cultures
 - Sunday A'Fair
 - Native Trails
 - 269 Center-presented performances spanning dance, music, theater and comedy, including major stars such as:
 - London's world-renowned chamber orchestra Academy of St Martin in the Fields
 - Grammy Award-winning singer-songwriter Rosanne Cash
 - Grammy Award-winning vocalist Roberta Flack

- Tony Award winner Patti LuPone
 - Best-selling author and radio personality Garrison Keillor
 - The Arizona and/or Scottsdale debuts of more than a dozen performers:
 - Berlin-based singer Max Raabe and the Palast Orchester
 - Spanish flamenco star Tomatito
 - The Havana Cuba All-Stars jazz ensemble
 - The Tempest Trio classical chamber group
 - Acclaimed French pianist Hélène Grimaud
 - Rob Kapilow's What Makes It Great?® series, an inside guide to the joy of music, presented in partnership with the Musical Instrument Museum
 - Innovative NYC-based chamber group yMusic, bridging pop and classical
 - Tony Award-winning choreographer Anne Reinking's latest work with Thodos Dance Chicago
 - Australian aboriginal group Black Arm Band
 - From the Oscar-winning film *20 Feet From Stardom*, Lisa Fischer and Grand Baton
 - Stereotype-smashing global star of the organ Cameron Carpenter
 - Renowned U.K. violinist Daniel Hope
 - Famed French chef Jacques Pépin with daughter Claudine Pépin
 - Expanded offerings of international artists from England, France, Israel, Spain, Cuba, Ireland, Mexico, Canada, Monaco, Japan, Australia, Russia and Germany.
 - A year-long presentation of Discovery Series performances, festivals and educational events exploring the arts and culture of France, planned in consultation with a community advisory committee and in partnership with the Alliance Française of Greater Phoenix and Scottsdale Public Library.
 - The 16th Scottsdale International Film Festival, connecting audiences with award-winning cinema from around the globe, Oct. 6–10, 2016.
 - The 47th Scottsdale Arts Festival offering a weekend of fine art, music, food and family fun on March 10–12, 2017.
 - Expanded education programming for life-long learners, specifically seniors.
 - Expanded education programming for the disabled community.
 - Support for a four-city collaborative education project (including Scottsdale, Chandler, Mesa and Wickenburg) with the L.A. Gay Men's Chorus to bring the outreach program "It Gets Better" to high school students throughout the Valley, culminating in a public performance at the Center.
 - Partnerships with Emporium Presents and Danny Zelisko Presents to attract new artists and audiences.
 - New affordably priced Live & Local Holidays concert series in December showcasing Arizona artists.
- **Scottsdale Museum of Contemporary Art upcoming 2016–17 highlights:**
 - *Push Comes to Shove: Women and Power*, Oct. 1, 2016 – Jan. 8, 2017, a cross-disciplinary exhibition that showcases women artists aiming to use art as a critical catalyst in rethinking and transforming the status quo and advancement of women.
 - *Future Architects*, Oct. 5, 2016 – Jan. 15, 2017 (SMoCA's Young@Art Gallery), an exhibition of architectural models by students in Arizona Kids Build, The Design Primer at the Design School at Arizona State University and SMoCA's Inspiring Aspiring Architects

workshop that give a glimpse of the future, reflecting the current and future need for sustainability and intelligent urban design.

- *Art + Architecture: Everything Falls into Place When it Collapses*, Oct. 15, 2016 – Jan. 22, 2017, part of SMOCA's series that investigates the junction between the practices of artists and architects, an exhibition of site-specific projects by Mexico City-based artist Santiago Borja that responds to two historical icons of the Southwest: the Casa Grande Ruins National Monument and the desert architecture of Frank Lloyd Wright.
- *The Sleep of Reason; or, The Long Shadow of Frankenstein's Monster*, Jan. 21 – April 2017, on the bicentennial of Mary Shelley's novel *Frankenstein; or, The Modern Prometheus*, an exhibition that explores how the unholy creation and alarming life of Frankenstein's monster have influenced a number of key works by contemporary artists.
- *For Mrs. Radio: a young child's contemporary gallery*, Jan. 28 – April 16, 2017 (SMoCA's Young@Art Gallery), an exhibition of paintings, sculpture and installations by young elementary school children in Scottsdale, with small benches, low-hanging art and labels and colorful, creative artwork inspired by modern and contemporary artists. (This exhibition honors the memory of Scottsdale art teacher Allison Vredevoogd, who students lovingly called "Mrs. Radio.")
- *I Remember Not Remembering*, Feb. 11 – May 2017, an exhibition of 11 internationally renowned artists who use personal home movies, photo albums and film footage as material for new artworks that together interrogate whether truth and history are irreconcilable ideas.
- School tours, provided by SMOCA docents and staff, enable students to actively use critical thinking skills and inspire more creativity and motivation to learn. (Tours are free and address Arizona Visual Arts Standards and National Core Arts Standards.)
- Art & Access, a new program designed for children with special needs to explore the Museum on their own terms, in their own way.
- VISIONS, SMOCA's art program for teens that encourages creative self-expression and civic engagement. (This year-long invitational program offers artist-led workshops, studio visits and museum tours to about 50 students each year, culminating in an exhibition of the students' artwork in SMOCA's Young@Art Gallery.)
- Art Start, an introduction to the wonderful world of art for Pre-K to kindergarten students (ages 4–5) who take a tour designed to inspire confidence, self-awareness and self-expression, as well as to promote language development. An accompanying hands-on art project helps strengthen physical and perceptual skills.
- School outreach presentations, featuring interactive themes addressing concepts in the National Core Arts Standards by SMOCA docents for Scottsdale classrooms (grades K–12).
- OMG@SMoCA, Feb. 22, 2017, SMOCA's annual teen day featuring tours of the Museum's exhibitions, art projects, live music and gallery activities.
- SMOCA Family Mix, May 14, 2017, offering make-and-take art projects, entertainment, food trucks and more on Mother's Day.

- **Scottsdale Public Art upcoming 2016–17 highlights:**

- Continue design of eight capital projects, with two expected to be completed in 2016–17.
- Expanded programming, including a "Conversations with the Artists" series, for Canal Convergence, which has grown into a signature event drawing the attention of artists and cities worldwide.

- Organize a combined call to artists for INFLUX Cycle 7 and platFORM, both of which build on partnerships with regional organizations and students at Arizona universities, and initiate an artist workshop to introduce project sites and expand the message and mission of public art.
- Continue the creative residency, one of the first by a public art program, at the downtown Noriega Livery Stable space through October 2016, the end-date of the current agreement with the City of Scottsdale.
- Present community events such as a multi-disciplinary closing reception for the summer exhibition in collaboration with Scottsdale Civic Center Library, as well as bi-monthly free workshops that draw attendance from Library patrons, Boys & Girls Club and surrounding neighborhoods.

STRATEGY 2: ENSURE SUPERIOR FACILITIES AND TECHNOLOGY

- Cultural Council office renovation completed in 2015 in conjunction with a new 10-year lease, bringing together senior management with the programming staff for the Center, SMOCA and Public Art, as well as education, development and finance.
- New online purchase path implemented in 2016, supporting ticket sales across all divisions and enabling members to purchase discounted tickets.
- New digital donor-recognition wall installed in the Center's Dayton Fowler Grafman Atrium, thanks to a generous donation by Dennis Sage Home Entertainment.

STRATEGY 3: STRIVE FOR OPERATIONAL AND ORGANIZATIONAL EXCELLENCE

- Promoted three staff members in 2015–16 to key positions: Ally-Haynes-Hamblen to director of Scottsdale Center for the Performing Arts, Sara Cochran to director of SMOCA and Ted Ciccone to director of marketing and communications.
- Conducted searches for two additional key positions – director of development and director of education – with plans to announce these hires in summer 2016.
- Restructured marketing department to maximize efficiencies and communication and to provide centralized marketing support to all Cultural Council divisions.

STRATEGY 4: ATTAIN FINANCIAL SUCCESS AND SUSTAINABILITY

- As of April 2016, the Cultural Council's contributed revenue year-to-date is ahead of budget and ahead of April 2015 year-to-date.
 - Welcomed Scottsdale-based software company InEight as the Center's first-ever season sponsor.
 - Increased net proceeds of the 2015 ARTrageous Benefit Gala (starring Tony and Emmy Award-winning actor and comedian Martin Short) by 40 percent.
- Presented 19 sold-out performances as part of the Center's 2015–16 season.
 - More than 51,000 tickets sold representing \$2.1 million in earned revenue, exceeding the budgeted goal.
- Raised significant private support for Scottsdale Public Arts' Canal Convergence:
 - Awarded a grant from the National Endowment for the Arts, representing the first NEA grant received by Scottsdale Public Art.

- Generous support received from Title Sponsors Billie Jo and Judd Herberger and Salt River Project. Other supporters include: Phoenix New Times, Arizona Commission on the Arts, Nationwide Foundation/Scottsdale Insurance, Scottsdale League for the Arts and Highland Resorts.
- Successfully raised more than \$100,000 in matching donations from a broad cross-section of the community toward the City of Scottsdale's \$100,000 challenge grant.
- Public Art staff managed several projects for private entities, generating additional earned revenue.
- Will continue to pursue major sponsors for Canal Convergence and to engage cities and other programs to discuss co-commission of these temporary installations.
- Will continue to build fundraising efforts and sponsorship partnerships for temporary Public Art projects and exhibitions.

2015–16: PROGRAM ACCOMPLISHMENTS

- **Scottsdale Center for the Performing Arts 2015–16 highlights:**
 - Celebrated the Center's 40th anniversary with a special performance by legendary Cuban jazz artist Chucho Valdes.
 - Nationally and internationally acclaimed performers such as Emanuel Ax, Alan Cumming, Michael Feinstein, Jane Lynch, The Royal Philharmonic Orchestra, Pilobolus, Martin Short, Angela Hewitt, The National Theater of Scotland and The Ten Tenors.
 - A year-long presentation of Discovery Series performances, festivals and educational events exploring the arts of the United Kingdom and Ireland, planned in consultation with a community advisory committee.
 - Extensive offerings of international artists from Canada, China, Ireland, Mexico, Spain, Brazil, Portugal, Cuba, France, Australia, Japan, Haiti, Jamaica and the United Kingdom.
 - Presented the 46th Scottsdale Arts Festival, with attendance of 25,906.
 - Expanded the new, modestly priced Live & Local Fridays summer concert series, showcasing Arizona bands on the stage of the Virginia G. Piper Theater, from five to eight performances – and enjoyed the first sold-out Live & Local Fridays performance with Inspiracion Flamenca.
 - Presented 26 free community festivals, including La Gran Fiesta: A Celebration of Latin and Hispanic Cultures, Sunday A'Fair, Native Trails and OrigiNation: A Festival of Native Cultures, which collectively had attendance of more than 55,000.
 - Offered, in collaboration with the Scottsdale Civic Center Library, 10 free educational Arts-Connect events complementing the Discovery UK + Ireland Series, with attendance of 963, an increase of 338 percent above FY15's Arts-Connect attendance.
 - Offered half-price tickets to audience members age 29 and under, selling 181 tickets valued at approximately \$7,769.
 - Thanks to the generous sponsorship of Tiffany & Bosco, P.A. and Great American Title Agency, Inc., continued the free ticket program for teachers, students and veterans:
 - Provided 560 free tickets valued at \$23,520 to students.
 - Provided 176 free tickets valued at \$7,392 to teachers.
 - Provided 649 free tickets valued at \$27,258 to veterans.
 - Through Veterans Tickets Foundation, donated 1,500 free tickets valued at \$64,500 to local veterans.

- Partnered with the Scottsdale International Film Festival to present the acclaimed documentary *Landfill Harmonic* along with a performance by Paraguay's Recycled Orchestra of Cateura, the world-famous youth symphony that performs with instruments made from recycled trash.
- Hosted two full musical productions and one talent showcase by the nonprofit Detour Company Theatre, which provides performance opportunities for adults with disabilities.
- Hosted 113 rental events and provided \$37,029 in nonprofit discounts and rental expense waivers through the Nonprofit Rental Support Program.
- Hosted major city events such as the Scottsdale Senior Services' Entertainment Extravaganza and the City of Scottsdale's Spring Training Festival.
- Provided performance opportunities to ASU Herberger Institute School of Music students and faculty through the ASU Concerts at the Center series, which featured 10 events with modestly priced and free student tickets.
- Partnered with the City of Scottsdale Human Relations Commission to present La Gran Fiesta: A Celebration of Latin and Hispanic Cultures and with Community Celebrating Diversity to present Peace & Community Day as part of Sunday A'Fair.
- Produced 16 free Native Trails performances in collaboration with Fort McDowell Yavapai Nation and the Scottsdale Convention & Visitors Bureau.
- Partnered with local Afro:Baile Records to present Brazilian Day Arizona, the state's largest Brazilian Independence Day celebration.
- Partnered with the Phoenix Innovation Foundation to present Ignite Phoenix No. 18.
- Partnered with Scottsdale and Paradise Valley School Districts to present more than 12 teacher training workshops focused on arts-integration methodologies.
- Partnered with Scottsdale Public Library on the Discovery: UK + Ireland Arts-Connect series, bringing a variety of free lectures to the Library and to the Center, and enjoying record attendance for this five-year-old initiative.
- Provided operations support to the Scottsdale League for the Arts for Scottsdale Culinary Festival events, including the signature Great Arizona Picnic.
- Provided education programs to more than 20,000 students and adults. Highlights included:
 - A Celebration of the Arts for Children with Disabilities, an annual event offering a safe, friendly environment for elementary-aged children with various disabilities to create art in a fun and festive outdoor setting.
 - Arizona Wolf Trap training for early childhood educators for the benefit of more than 70 preschool and Head Start classrooms.
 - Community outreach workshops at Granite Reef Senior Center, Paiute Neighborhood Center and Phoenix Zoo.
 - Cultural Connections Dance Program for selected high school and college-level students.
 - Cultural Connections Residency Program for elementary through high school students, with a focus on Common Core standards and STEM with arts integration.
 - Empty Bowls ceramics workshops and fundraiser to benefit local food banks.
 - Kennedy Center Partners in Education programming for professional development in the arts for teachers, including matinee performances with educational components for students.

- Master classes by national touring companies offered to targeted groups in the community, such as Shadow Mountain High School's men's ensemble, The Blenders, learning from – and performing with – Australia's The Ten Tenors.
 - A collaboration with Scottsdale Public Art to offer Pilobolus @ Play, a week-long series of workshops by this innovative dance company, to the community during Canal Convergence and throughout senior centers and performance groups in Scottsdale.
 - Partnership with Act One Foundation to bring Title 1 students to the Center for a special Native American cultural performance.
- **Scottsdale Museum of Contemporary Art 2015–16 highlights:**
 - Produced an ambitious 11 exhibitions, which included the world premieres of 10 artworks.
 - SMOCA's 2014–15 annual attendance was 43,875. Total 2015–16 attendance is projected to exceed that number and SMOCA's benchmark goal of 40,000 for comparable small to mid-sized contemporary art museums.
 - *Kelly Richardson: Tales on the Horizon*, Sept. 12, 2015 – Jan. 10, 2016, the artist's first solo exhibition in the western United States showcasing video installations that offer imaginative glimpses into the future and prompt a careful consideration of the present.
 - *Archilumen*, Oct. 2, 2015 – Jan. 10, 2016 (SMOCA's Young@Art Gallery), a student exhibition drawing inspiration from recent developments in architecture and "smart city" technology.
 - *Architecture + Art – Chris Fraser: Looking Back*, Oct. 3, 2015 – Jan. 10, 2016, an exhibition inspired by Arizona's exquisite sky and experimental architecture by Oakland-based artist Chris Fraser.
 - *Bruce Munro: Ferryman's Crossing*, Oct. 3, 2015 – April 24, 2016, British landscape artist Bruce Munro's first museum exhibition, an immersive installation that conjured a natural landscape of light dappling over fast-moving water with a floor of used CDs and dramatic lighting. Part of a Valley-wide celebration of the artist's work in collaboration with the Desert Botanical Gardens, Scottsdale Public Art and Lisa Sette Gallery.
 - *Yo Soy ... Je Suis ... I Am ... The Future*, Jan. 30 – April 27, 2016 (SMOCA's Young@Art Gallery), an exhibition showcasing optimistic and insightful artwork from the VSA International Art Program for Children with Disabilities in Washington, D.C.
 - *Betye Saar: Still Tickin'*, Jan. 30 – May 1, 2016, a timely retrospective exhibition bringing together recent work as well as historical pieces created during legendary artist Betye Saar's six-decade-long career, including multimedia collages, assemblages, sculpture, works on paper and specifically re-conceived installations.
 - *Permanent Collection/Impermanent Museum*, May 14 – Oct. 2, 2016, an exhibition inviting visitors to peel back the layers, peer behind the curtain and peruse the collected ephemera that remains after an exhibition has been packed up and shipped out of the museum in this exhibition that explores the physical residue of the first 17 years of SMOCA's exhibition history.
 - *Mel Roman: Coming Out Under Fire*, May 21 – Oct. 2, 2016, an exhibition revisiting SMOCA's presentation of the multimedia work of artist, civil rights activist

and clinical psychologist Mel Roman with a restaging of the 2000 exhibition *Don't Ask, Don't Tell*, which confronted U.S. military policy towards gay service members.

- *southwestNET – Sama Alshaibi: Silsila*, June 4 – Sept. 18, 2016, an exhibition premiering the series *Silsila* by Arizona-based artist Sama Alshaibi, consisting of ethereal photographs, videos and sculpture provoking contemporary questions about borders, migration and environmental demise in relation to the human body.
- *Public Trust: It's About What We Do*, June 4 – Sept. 18, 2016, an exhibition lifting the veil on the behind-the-scenes of the museum and showcasing a diversity of museum professionals who are working to conserve, document, study, catalog and photograph SMOCA's collection.
- Received extensive local and national press coverage, including:
 - *Los Angeles Times* (a 3-page feature article about Betye Saar and her SMOCA exhibition on the front page of the Sunday Arts section)
 - *art ltd.* (Deborah Ross, "Betye Saar: Still Tickin'," May/June 2016)
 - *Artforum* (Maya Harder-Montoya, "500 Words: Betye Saar," March 1, 2016)
 - *Forbes* (Jonathon Keats, "Can Sunlight Change Your Politics? This Chris Fraser Exhibition Will Challenge Your Perceptions," Oct. 29, 2015)
- Organized 60 adult-orientated and exhibition-related events, including artist talks, lectures and sunrise in the James Turrell Skyspace, continuing events with Dwell Magazine, Modern Phoenix LLC and ASU Herberger Institute for Design and the Arts School of Art, and new partnerships with the ASU Virginia G. Piper Center for Creative Writing, the City of Scottsdale Office of Diversity and the Scottsdale Human Relations Commission.
- Record attendance for the annual Modern Phoenix Week that celebrated the mid-century Modern architecture of Uptown Phoenix.
- Successfully presented its annual fundraiser, this year titled SMOCA Mix: Fashionably Avant-Garde, an exciting and compelling mix of contemporary art and conceptual couture, and the SMOCA Family Mix the following day – a free celebration of Mother's Day.
- Updated film program to offer film and discussion with four Arizona premieres:
 - Laurie Simmons' *The Music of Regret*
 - Tom Sachs' *A Space Program*
 - James Crump's *Troublemakers*
 - Laurie Anderson's *Heart of a Dog*
- Added two brand-new series of events:
 - Stand-Up took the place of the Lit Lounge in SMOCA Lounge
 - SMOCAAsana allowed members to come to the Museum early on chosen Saturday mornings for a yoga class in the Lounge, a tour of the exhibition and a refreshing drink in the Skyspace.
- Updated members' book club from a lunchtime event to an early evening event.
- **Scottsdale Public Art 2015–16 highlights:**
 - Celebrated the 30th anniversary of Scottsdale Public Art and achieved new levels of engagement, with more 100,000 people, residents and visitors alike experiencing public art throughout the City:
 - More than 26,000 people visited the Gallery @ The Library, Scottsdale Civic Center, to see the summer exhibition *Forest Floor*, designed by local artist Melissa Martinez.

- Canal Convergence reached a record number of attendees with more than 56,000 people attending, an 84-percent increase; free interactive activities and workshops engaged more than 2,500 participants.
 - Grew social media, and received national and regional press coverage for programming.
- Presented 4th annual Canal Convergence event, which included 12 temporary art installations of international, national and local artists in the canal that activated both stretches of the Arizona Canal from Scottsdale Road to Goldwater Boulevard and along the canal banks, Feb. 25–28, 2016.
- Successfully completed the Bruce Munro, multi-partner collaboration with Desert Botanical Garden, SMOCA and Lisa Sette Gallery, with hundreds of thousands of visitors to these site-specific installations.
- Presented exhibitions at the Gallery @ The Library, Scottsdale Civic Center: *Forest Floor*, *Slightly Colossal* in partnership with the ASU Sculpture Department and as part of the International Sculpture Conference programming; and *Eleven Miles of Color*, which recycled materials from a 2014 temporary installation at Canal Convergence.
- Presented 28 free community events, including exhibitions openings, workshops, meet-the-artist events, four public art tours throughout Scottsdale, Cycle the Arts, lectures and presentations given to outside groups.
- Took its wide spectrum of programming to larger audiences, while continuing to play a pivotal role in activating the Waterfront area of the downtown.
- Worked with the U.S. Marines on a mural at the Civic Center Library for Marine Week.
- Completed the capital project *Swale*, part of the Thomas Road Improvements, with seven capital projects ongoing.
- Worked with 10 Arizona artists – established, mid-career and emerging – for its platFORM and INFLUX temporary public art initiatives, which educate artists in Arizona about working in public and provide opportunities to deepen the relationship between Public Art and the local artist community.
 - Expanded INFLUX Cycle 6, Scottsdale's initiative for temporary public art by Arizona artists, through regional public/private partnerships; projects installed at the vacant space near the Museum of the West, the Pavilions and Scottsdale Quarter.
 - Hosted eight installations with more than 70 participants as part of the annual multi-city IN FLUX tour on May 14, 2016.
- Built more presence in North Scottsdale through partnership with Scottsdale Quarter, which focuses on temporary installations by local artists.
- Activated the studio space at the Noriega Livery Stable to engage with artists downtown:
 - Public Art staff were in residence during the renovation of the Cultural Council offices, July – December.
 - Beginning in January 2016, the artist Nathaniel Lewis began his residency with public programming and preparation for his summer exhibition at Scottsdale Civic Center Library.
- Partnered with the Scottsdale Farmers Market on free workshops and demonstrations.
- Continued exhibitions at Appaloosa Library, highlighting local photographers, with the last of the installations in the Cultural Council conference room.
- Served as one of the local sponsors and hosts for the International Sculpture Conference

held Nov. 2–5, 2015. Participated in discussions, led public art tours, held sunrise discussions in the Turrell Skyspace and presented a workshop on “Artist and maker” by Director Donna Isaac. (Each individual event sold out to the national and international conference attendees.)